GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:2077
ANSWERED ON:29.07.2016
False Advertisement
Chinnayan Shri S.Selvakumara

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government is aware of the fact that Patanjali Ayruved Ltd. is releasing false advertisements and making unsubstantiated allegations against its rival FMCG companies, if so, the details thereof;

(b) whether the Government is also aware of the fact that the Consumers Complaints Council has found that these advertisements and allegations were misleading and unsubstantiated;

(c) if so, the details thereof;

(d) whether the Government has constituted any committee to look into the false allegations made by Patanjali Ayurved; and

(e) if so, the details thereof?

Answer

MINISTER OF STATE IN THE MINISTRY OF INFORMATION & BROADCASTING [COL RAJYAVARDHAN RATHORE (Retd.)]

(a): Department of Consumer Affairs has informed that as per available information complaints have been received against 33 advertisements of M/s Patanjali Ayurved Limited during April 2015 − July 2016, appearing in various media such as TV, Print and Product packaging and in various sectors such as Food and Beverages, Personal care, Health care etc.

(b) & (c): Department of Consumer Affairs has informed that 17 advertisements out of 21 advertisements complained against, were considered to be in violation of Advertising Standards Council of India (ASCI) Code for Self Regulation of advertising content as per the findings of Consumers Complaints Council (CCC) of ASCI; whereas remaining four product packaging claims were not considered to be in violation of Advertising Standards Council of India (ASCI) Code for Self Regulation of advertising content.
Six product packaging communications (out of eight complained against) were considered to be in violation of Advertising Standards Council of India (ASCI) Code for Self Regulation of advertising content.
Two TV advertisements out of four were considered to be in violations of Advertising Standards Council of India (ASCI) Code for Self Regulation of advertising content.

(d) & (e): The Department of Consumer Affairs has informed that they have launched a portal called 'Grievance Against Misleading Advertisements' (GAMA) and the Advertising Standards Council of India has been assigned the task of handling the complaints received through this portal. The cases where the advertisers do not comply with the directions of Advertising Standards Council of India, are referred to the Ministry/Department or the Regulator concerned for taking appropriate action.
Further, Food Safety and Standards Authority of India (FSSAI) has informed that they have noted the complaints regarding misleading claims made by various Food Business Operators (FBOs) including Patanjali Ayurved Ltd.

FSSAI has recently signed a Memorandum of Understanding (MoU) with Advertising Standards Council of India (ASCI) to undertake comprehensive monitoring of advertisements appearing with respect of Food and Beverages (F&B) Sector in print and TV media. Action against any FBO for any misleading advertisement will depend upon substantiating the same by ASCI.

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